

Hannah Flom

(b) (6)

Experience

Purple Strategies

Content Strategist

April 2021 - Present

- Manage communications strategies, with a focus on editorial planning, for a variety of Fortune 100 companies navigating reputation challenges and issues management to compel change and move the needle
- Plan, write, and edit concepts for stories, narratives, digital and print ads, partnerships, social media content, and videos to help clients break through the noise and connect with audiences in an authentic and impactful way
- Lead client meetings to present findings, review creative concepts, and provide counsel on communications plans

Presidential Inaugural Committee

Director of Content

December 2020 - January 2021

- Directed content strategy and produced videos for the Emmy-nominated inauguration, resulting in a record 68MM views on social media and a #1 trending placement across platforms, to commence President Joe Biden's presidency
- Managed a team of social media platform strategists to grow accounts by 700% in under 2 months, overseeing creative content to promote the inauguration and engage Americans in the new Biden-Harris Administration
- Partnered with tech and streaming companies to distribute inauguration content and develop creative campaigns to reach Americans online, from the first inauguration AR experience to the first inauguration stream on Twitch

Democratic National Committee

Director of Content Strategy and Distribution

September 2020 - November 2020

- Developed and directed the DNC's first-ever distributed content program in partnership with the Biden campaign to reach 200MM voters in key battleground states through influencers and digital publishers across social media

Democratic National Convention Committee

Digital Director

March 2020 - September 2020

- Directed the development and execution of a comprehensive digital strategy for the first-ever virtual convention, with a record 36MM livestream views across digital platforms, to launch Joe Biden and Kamala Harris to victory
- Managed a team of 14 staff, in addition to external vendors and consultants, overseeing a cohesive content strategy, digital organizing efforts, paid advertising, owned platforms, and visual identity and branding

Office of Governor Walz & Lt. Governor Flanagan

Digital Director & Communications Strategist

November 2018 - March 2020

- Led digital strategy for the Walz-Flanagan Administration since their transition into office, advising the Governor and senior leadership on effective digital communications to enact legislative goals and engage constituents
- Directed communications staff across 23 state agencies on social media campaigns and digital strategies to further the Governor's initiatives and pass legislation on education, transportation, and health care

Minnesota DFL Party

Digital Director

May 2018 - December 2018

- Directed the strategy and operations of the party's digital programs, including digital organizing and paid media, contributing to the election of all statewide Democratic candidates and the highest voter turnout in the country

Bully Pulpit Interactive

Senior Account Executive & Video Producer

January 2016 - May 2018

- Led content strategy and produced video content for a variety of political and public affairs clients, developing key messaging into written and visual content to persuade voters, drive revenue, and win legislative battles

Education

George Washington University

School of Media & Public Affairs

B.A. Political Communication

Skills

- **Creative:** Adobe Creative Suite, HTML/CSS
- **Social:** Facebook, Instagram, Twitter, Snapchat, YouTube, TikTok, Twitch
- **Organizing:** MailChimp, EveryAction, Action Network, Mobilize
- **Analytics:** Google Analytics, Excel